



Buy

Recycled

Guidebook

The BRBA now has a Steering Committee of 20 plus companies and more than 3,400 members committed to increasing the purchase of recycled content products through education and leadership by example.

Buy Recycled Business Alliance Mission Statement

The Buy Recycled Business Alliance is committed to increasing the procurement of recycled content products through education and leadership by example.

National Recycling Coalition Mission Statement

The National Recycling Coalition is a not-for-profit organization dedicated to the advancement and improvement of recycling, source reduction, composting, and reuse by providing technical information, education, training, outreach and advocacy services to its members in order to conserve resources and benefit the environment.

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Life Cycle Cost Analysis - Traditional Decking Product vs. Recycled Content

Decking Product. Buy Recycled Iowa!

Foreword

The Buy Recycled Business Alliance (BRBA) was created in April 1992 with 20 national companies committed to increasing their purchases of recycled content products. The U.S. Environmental Protection Agency (EPA) provided the initial funding. Since then, the Alliance has completed several projects, including the following:

- a year long advertorial campaign with the Harvard Business Review promoting recycled content products,
- eighteen case study summaries that document and promote interior building and office renovation projects (eighteen technical documents that describe each project in-depth and include the specific recycled content products used in the project),
- a list of more than 130 recycled content products used in building and office renovation products,
- presentations on buying recycled to state and local organizations,
- surveys on buying recycled and its members' commitment to this practice,
- web site,
- product fact sheets,
- co-sponsored America Recycles Day, and much more.

Introduction

This guide was prepared by businesses for businesses. While this manual is neither a set of regulations nor a detailed prescription for corporate action, it contains currently available guidelines, tools, and strategies that several companies have found helpful in implementing a substantial and cost effective buy recycled program.

Many businesses have been practicing buy recycled principles for years; others have started more recently. The Buy Recycled Business Alliance believes that the business community has an opportunity to aggressively and simultaneously pursue buy recycled programs and contain costs. Further, businesses cannot afford to ignore the long-term needs of their customers and remain competitive. To this end, they need to demonstrate leadership with sound environmental practices.

Furthermore, this guide provides you with the information necessary to start a successful or expand a current buy recycled program. It also addresses questions about recycled products, including concerns about price, availability, and performance.

Background

Buying recycled means purchasing products made with materials that have been diverted from a landfill or incinerator. It is the final and critical step in the recycling process. Close the loop, buy recycled.

For recycling to succeed, the marketplace needs to respond by purchasing recycled products when appropriate. The Alliance believes that purchasers and suppliers should voluntarily and aggressively implement buy recycled programs.

Recycling Information

Recycling is the series of activities by which discarded materials are collected, sorted, processed, and used in the production of new products.

Logos

You are probably familiar with the recycling logo. The three chasing arrows represent the three elements of the recycling process: collecting materials that would otherwise be disposed of in landfills or incinerated, manufacturing new products from those materials, and purchasing new products made with the recycled material. Recycling is not complete until the materials collected are turned into new products and those products are purchased. The third step in the three step process is known as “closing the loop.”

Below are several versions of the recycling symbol. However, the symbol is often misused or misunderstood. Look for information on the amount of pre-consumer and post-consumer content for the product or product packaging.



Definitions

To purchase recycled products, one must understand what they are. Key words to become familiar with are recycled, recovered materials, post-consumer, and pre-consumer. By understanding the differences, you can specify the type of recycled products that you want.

The following are general definitions:

Recycled simply means that a product contains some recovered materials. Be aware that “recycled” does not mean that a product contains 100% recovered materials, or that a product contains post-consumer materials.

Post-consumer materials are used materials that have been purchased, used, and collected in a recycling program (curb-side, drop-off, or office). Examples of post-consumer materials include office paper, newspaper, plastic, glass bottles, steel cans, aluminum cans, and corrugated cardboard.

Pre-consumer materials are not used in current recycled content specifications. Many materials that used to be called “pre-consumer” are now included with recovered materials (see below). Under U.S. EPA guidelines, this material is no longer considered to be recycled content.

Recovered Materials is a broad term referring to materials diverted from the landfill or incinerator to be used in the manufacturing process. Recovered materials does not differentiate between “pre-consumer” and “post-consumer.”

Why Buy Recycled Products?

Most businesses want to engage in practices that make good business sense and protect the environment. You may not be aware that buying products with recycled content offers numerous benefits to your company, community, and the environment. Benefits of buying products with recycled content include the following:

1 Saves Money

Many recycled content products provide immediate savings because they are less expensive or offer long-term savings because they are more durable than their virgin counterpart. Some cost competitive products include remanufactured toner cartridges, computer diskettes, and retread tires. Decking, marine piers, park benches, tables, and car stops manufactured from recycled plastic are excellent examples of durable, low maintenance products. Products such as these may have a higher initial cost but will save money over the lifetime of the product. Furthermore, as demand and availability increases, more recycled products will be cost competitive to their virgin counterparts. (See life-cycle cost example, pages 8 & 9).

What your company throws away has a direct relationship to what it buys. If disposal can be avoided by reducing, reusing, or recycling materials, your company will avoid related labor, storage, and disposal costs. Similarly, if your company can reuse materials or reduce the amount it uses, it will save on materials costs.

2 Enhances Your Company's Corporate Image

Buying recycled demonstrates, to both your customers and your community, your company's commitment to protecting the environment. If your environmental program already includes recycling, buying recycled is an excellent opportunity to expand your efforts.

3 Increases Your Competitive Edge

Your customers (individuals, government agencies, institutions, and other companies) consider recycled content in their purchasing decisions. Some even require it. Your willingness to produce or use recycled content products will increase your competitive edge.

4 Motivates Your Employees

Your employees will appreciate your company's efforts to protect the environment. Establishing a buy recycled effort will energize employees and foster goodwill.

5 Conserves Natural Resources and Energy

Buying recycled products reduces our dependence on virgin raw materials and the associated waste, pollution, and energy consumption incurred in the extraction and processing of raw materials. In manufacturing, recycled feedstocks consume less energy than virgin materials and generate less pollution.

6

Builds Communication

Your buy recycled commitment may bring departments together to discuss needs and concerns in working towards a buy recycled goal. This process builds relationships that have long-term positive effects.

7

Creates Jobs and Economic Development Opportunities

Buying recycled products creates end markets needed to maintain and expand recycling industries.

8

Encourages Manufacturers to Use Recycled Materials

Manufacturers must make an investment both in equipment and processing techniques to use recycled materials. There must be a market for the finished recycled content products to justify the investment. Purchasing such products influences manufacturers' decisions to produce recycled content products.

9

Strengthens Markets for Recyclables

Recycling does not begin and end at the recycling bin. Purchasing products with recycled content is a critical step in creating and stimulating markets for the recyclable materials collected. Buying recycled is key to closing the recycling loop.

Steps to Implement a Buy Recycled Program

1. Obtain a commitment from management to buy recycled products
2. Create a “Buy Recycled” team
3. Learn about recycled products
4. Evaluate current purchases for opportunities to buy recycled products
5. Work with vendors
6. Review purchasing specifications
7. Review policies and procedures
8. Set goals
9. Evaluate progress
10. Test products
11. Promote your organization’s buy recycled program (internally and externally)
12. Monitor your buy recycled program

Keep in mind that there is no one right or wrong way to institute a company-wide buy recycled effort. Below are suggestions, based on real companies experiences, to help your buy recycled program be a success. These suggestions have been placed in an order that lends itself to easy implementation. If one or more steps below is not appropriate for your company, omit it.

1. Commitment

Management must commit to purchase recycled products. Many companies create a formal policy or commitment statement. Experience shows that buy recycled programs run more smoothly and are easier to implement when everyone understands that the company has a policy to buy recycled products. Senior management support is key. Challenges such as cost and availability may exist, which might require the time and effort of the company’s purchasers and users to overcome.

Corporate commitment statements can be general or specific. Two examples are provided below. The first statement, from The Coca-Cola Company is more general (allowing for more purchasing input) while the second statement, excerpted from the McDonald’s Corporation’s environmental policy, is more specific.

The Coca-Cola Company:

The Coca-Cola Company has adopted a purchasing policy that states the company’s preference for recycled products that satisfy current performance, safety, regulatory, and cost requirements.

McDonald's:

"We are committed to the maximum use of recycled materials in the construction, equipping and operations of our restaurants. We are already the largest user of recycled paper in our industry, applying it to such items as tray liners, Happy Meal® boxes, carry out bags, carry out trays and napkins. Through our McRecycle program, we maintain the industry's largest repository of information on recycling suppliers, and will spend a minimum of \$100 million a year on the use of recycled materials of all kinds. We are also committed to recycling and/or composting as much of our solid waste as possible, including such materials as corrugated paper, polyethylene film and paper. We will change the composition of our packaging, where feasible, to enhance recyclability or compostability."

2. Create a "Buy Recycled" team

Choose a team to develop the buy recycled program. Involve individuals from throughout the company, not just the purchasing staff. Involving purchasing staff, management, and representatives from all departments adds the benefits of different perspectives and department specific knowledge and needs. In addition, by involving several departments, the likelihood of success increases.

3. Learn about recycled products

There are many issues to learn about, including:

Quality and Performance

Product quality improves continuously, and recycled products often are made to the same or comparable standards as their virgin counterparts. Ask product manufacturers and vendors for performance information. Also, ask your state and local recycling coordinators about their experience with recycled products. Many of them can refer you to government agency purchasers and users for additional information. Refer to the resources section of this manual for other information resources.

Availability

In March 1989, the first issue of the Official Recycled Products Guide listed 170 manufacturers and vendors of recycled products. The 1999 edition contains over 4,500 certified listings, 700 manufacturers and distributors, and 800 recycled product classifieds. For more resources call your supplier or your state recycling agency listed in the resources section of the guide.

The demand for recycled content products varies. Remember to ask your manufacturers and vendors about the lead time needed for a large order. This will help you to purchase recycled content products successfully and help the manufacturer or vendor meet your quantity and availability requirements.

Type and Percentage

“Type” refers to the kind of recycled content in the product, such as pre- or post-consumer. “Percentages” are the proportional content of each type of recycled material in the product. Based on this information, you can make an informed decision about how to specify what you mean by “recycled content product.”

Cost

As mentioned earlier, many recycled content products are cost competitive. In fact, some recycled products are less expensive than their virgin counterparts. Prices for both virgin and recycled products depend on the specific product, the economy, geographic considerations, and other factors. Specifications reflecting performance needs, comparison shopping, bulk purchases, competitive bid processes, and use of life-cycle costing are the best ways to control costs. The following is a life-cycle cost example for a traditional decking product and a recycled content decking product.

Life-Cycle Cost Analysis – A life-cycle cost analysis forecasts the maintenance, replacement, and disposal costs over the life of an item.

Traditional Decking Product

Cost associated with ownership	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Original purchase price	138.24										138.24
Installation	240.00										240.00
Sealant	18.00	18.60	19.22	19.86	20.52	21.20	21.90	22.63	23.38	24.16	209.47
Sealant labor	60.00	62.00	64.08	66.24	68.48	70.80	73.20	75.68	78.24	80.88	699.80
Replacement costs						55.30					55.30
Replacement labor						70.80					70.80
Total Cost of Ownership											1413.61

Assumptions:

- Installation; 2 staff persons, 16 hours each, \$7.50 hourly wage.
 - Deck is re-sealed each year.
 - Sealant cost: \$18.00 per gallon.
 - Sealant labor: 1 staff person, 8 hours, \$7.50 hourly wage.
 - Replacement costs: Approximately 1/3 of deck will be replaced every 5 years.
 - Replacement labor: 1 staff person, 8 hours, \$7.50 hourly wage.
 - INFLATION: 3.3%(inflation per year calculated into sealant costs, sealant labor, replacement costs, and replacement labor.
 - Vandalism maintenance costs are unpredictable and therefore not calculated into the analysis.
- * Average inflation rate from 1990 – 1997.

Recycled Content Decking Product

Cost associated with ownership	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Original purchase price	266.88										266.88
Installation	240.00										240.00
Total Cost of Ownership											506.88

Assumptions:

- Installation; 2 staff persons, 16 hours each, \$7.50 hourly wage.
- Vandalism maintenance costs are unpredictable and therefore not calculated into the analysis.

4. Evaluate current purchases

Review your current purchasing programs (see Appendix B for a materials audit). Begin buying a few recycled products and then slowly add new products. Try to support the markets in which you have purchasing power or to which you contribute through your collection programs. You may find you are already purchasing such recycled products as paper, office products, and toner cartridges. If so, expand your purchasing to include other recycled products, and explore whether you can buy products with greater levels of recycled content (see Appendix E for examples of recycled content products available).

5. Work with vendors

Emphasize to your vendors that your company has committed to buying recycled products. Furthermore, tell them you will seek new vendors if they will not support your commitment. Once vendors understand that you are serious, they should be willing to work with you to obtain cost competitive recycled products in the price range you want. Vendors are not only suppliers of recycled products, but also a great information source for your buy recycled program.

In addition to product suppliers, ask your service contractors, including printers, janitorial services, and maintenance contractors to use recycled products.

6. Review Purchasing Specifications

Review your purchasing specifications. You do not need unique specifications to purchase recycled products, but you may need to amend your existing specifications. Look for the following:

Materials clauses

Does the specification require that only virgin materials be used or prohibit use of recycled or recovered materials? Specifications should be material neutral unless there is a legitimate performance reason for specifying virgin materials.

Over-specification

Keep in mind you do not have to compromise performance in order to buy recycled products. A common problem is basing specifications on aesthetics, rather than on performance and function requirements. Examples include high brightness requirements for paper products and clear or light color requirements for plastic products. High brightness might not make the paper any easier to use, and clear or light color may not make the plastic bags any more efficient, but could make it difficult for a manufacturer to use higher percentages of recycled materials. Learn about these issues by discussing the specifications with product manufacturers and vendors.

Definitions and minimum content standards

Define what you mean by “recycled.” Include the types of recovered materials that can be counted and the percentage of those materials. Use minimum content standards wherever feasible. Be sure to use the definitions and standards in specifications, solicitation documents, and certification forms.

Substitutions

Leave specifications open to substitutions that satisfy your needs, rather than specifying the materials that must be supplied. By allowing substitutions, you enable manufacturers and vendors to have the flexibility to provide you with products containing higher levels of recovered materials.

7. Review policies and procedures

Buy recycled commitments must be incorporated into purchasing policies and procedures. This serves two purposes: it ensures that purchasing policies and procedures do not create unnecessary barriers to the purchase of recycled products, and, to the extent that policies and procedures are written, revising them ensures that buying recycled is institutionalized.

Barriers in purchasing policies and procedures can be unintentional. For example, when purchasing a range of products such as office supplies, do you require vendors to offer all recycled content products available? In order to help increase bids for recycled products, allow vendors to bid only on some items or to offer recycled products for some and virgin for others.

Assess time frames for responding to solicitations and for beginning delivery of products. Product manufacturers and vendors will inform you about required lead times to begin delivery.

State your buy recycled policy on the first page of your bid solicitations. This is a good way to inform your vendors that it is company policy to buy recycled products.

Purchasing managers often require certification of the recovered materials used. Certifications help to ensure that the product meets your recycled content specification. You can use a certification form provided by the product manufacturer, your own form, or the one provided in appendix C of this guidebook.

8. Set goals

After identifying which recycled products you already purchase, set goals for increasing those purchases and adding products. A successful buy recycled program should also involve periodic evaluations of the goals and the overall program. Quantifiable goals help stimulate and shape program development, while measurement allows tracking of progress. Goal-setting should be a high priority in response to mounting public and legislative pressure to set target threshold levels for product and packaging manufacturers and users. If manufacturers and users do not come forward with voluntary commitments, mandates are likely to be imposed by government.

There are several ways to set recycled product purchasing goals. Each company should determine the best approach for its particular business, organization, and culture. As more businesses participate in buy recycled programs, new ways of measuring and targeting goals will evolve. Keep in mind the following points.

- Goals should be time based. They should be precise and specific. For example, “50% increase in recycled product purchases” is less specific than “By July 1, 2002, increase recycled product purchases 50% over 1999 levels.”
- Goals should motivate. Establish them so they encourage progress toward the ultimate buy recycled objectives. State them so the people most responsible will be accountable for the results. Because goals that are set too high or too low will be ineffective, research all issues before setting preliminary goals. Adjust goals periodically to maintain effectiveness.

Three goal-setting options to consider are purchasing goals, incremental versus absolute goals, and total corporate objectives.

- **Purchasing Goals.** Many companies begin their recycled product purchasing programs by focusing on two or three areas. They look at all products in these areas with the intention of increasing overall purchases of recycled products or increasing the recycled content of products purchased.

One caution about purchasing goals: Be sure that working toward goals in one or two areas does not inadvertently lead to a net increase in overall waste. For instance, if a firm switches materials to achieve light weighting, but moves away from a commonly recycled material in the process, it must ensure that the gains from light weighting significantly offset the lack of recyclability.

- **Incremental versus absolute.** Some goals can be stated as incremental, such as increasing total recycled purchases by 25% over current levels. Other goals can be stated as absolutes, such as increasing recycled content in individual products to 25% by a specified date.

-
- **Company-wide goals.** Another dimension is how to report company-wide goals. For a single or very dominant product, the most meaningful goal might be a company-wide goal.

For a large, multi-divisional, or decentralized company, the cost of data gathering necessary to track a company-wide goal might be a major obstacle. Therefore, consider facility, business unit, or even sub-unit goals.

9. Evaluate your progress

Once goals are set, it is important to establish a record keeping and data gathering system that can be used to assess progress toward achieving the goals. Record keeping related to recycled product purchases should be integrated into existing purchasing record keeping systems. Simply adding data fields to enter the percentages (pre and post consumer) of recycled content in the items purchased will allow necessary reports to be generated.

It is also common to record dollars spent on recycled product purchases. While this is useful information, it will not help you assess progress in achieving non-dollar-oriented goals, such as increasing the recycled content in products purchased, or if you replaced a non-recycled product with a recycled content product.

Another element of record keeping is determining whether to report data on a product by product basis or across an entire class of products. The procedures established for recording recycled content product data will vary from company to company. The essential component is the percent of recovered material used. The ultimate decision on whether to report data on a product by product basis or across an entire class of products depends on how purchasing information is currently maintained.

10. Test products

Before buying recycled products in large quantities, develop a testing program to ensure good product performance. Tests and demonstration projects can show employees that products with recycled content are high quality.

Test results from government agencies are available for many recycled content products. Since office and testing conditions differ, make sure that the test is applicable to your situation. In some instances you may need to test recycled products on your own equipment under your conditions. Consider using blind tests for recycled products. This helps compile more objective and valid results.

Finally, keep copies of test results on file. This will help resolve disputes and provide information to public and private agencies interested in using the product(s) tested.

11. Promote your buy recycled program

Once your buy recycled program is established, publicize it. Promote your program externally to existing and potential suppliers, customers, and other businesses, and internally to employees. Do not stop with an initial promotion campaign. Continuously promote your buy recycled program, as it is part of the education process. Promotion is also an integral part of generating goodwill about the buy recycled program among employees, vendors, and customers.

There are several promotional steps you can take. The first step is to work with existing vendors. Remember to continue promoting your buy recycled program to vendors to encourage them to obtain recycled products for you to purchase. If they do not offer a particular recycled product now, keep asking for it. Experience has shown that they will soon begin to supply the products you want.

If your company purchases regionally or locally, consider asking suppliers to highlight recycled content products in their catalogs. For example, a BRBA member company approached its supplier to promote the availability of recycled products. In response, the suppliers issued new product catalogues identifying recycled content products or catalogues that contain a recycled content product index.

Another easy promotional step is to print publications, literature, forms, and even business cards on recycled paper. Make sure the percent of pre- and post-consumer content is printed on all paper products. Information about your buy recycled program should be included in corporate newsletters, advertising, annual reports to stockholders, and other collateral materials.

12. Monitor your buy recycled program

A successful buy recycled program includes monitoring of both program implementation and recycled material markets.

Programs that cannot document success are difficult to justify in future budgets. Therefore, it is important to establish procedures to monitor the quantities of products being purchased, the overall program costs, and user acceptance.

To monitor program implementation, first you should determine quantities and costs for target products in a baseline year. Next, compare costs. Keep in mind that costs of recycled products fluctuate over time. Include the costs of purchasing administration. You can expect administration costs to rise initially during the planning phase, they should fall again as personnel become familiar with the new procedures, products, and suppliers.

Finally, document successes and problems with users' acceptance. Be sure to publicize the successes and the steps taken to resolve problems.

Conclusion

The range of recycled products is expanding, as is the use of increasing amounts of recycled materials in products. Keep apprised of changes in products, and use this information to revise your product specifications and expand your buy recycled program.

Appendix A

FTC Guides for Environmental Marketing Claims

Federal Trade Commission

On July 28, 1992, the Federal Trade Commission (FTC) announced guidelines for environmental marketing claims. The guidelines are recommendations, not enforceable regulations. They are intended to reduce consumer confusion and to prevent false or misleading use of common environmental terms. They consist of four general principles, specific guidance applicable to certain environmental marketing claims, and examples of both.

The FTC guidelines were revised on May 1, 1998. The revisions include important provisions to promote “truth in advertising” concerning marketing claims of recycled content and recyclability. Furthermore, the guidelines were expanded to include reused, reconditioned and remanufactured products.

FTC Guidance on Recycled Content: Claims of recycled content should only be made for materials that have been recovered or diverted from the solid waste stream, either during the manufacturing process (pre-consumer) or after consumer waste (post-consumer). An advertiser should be able to substantiate that pre-consumer content would otherwise have entered the solid waste stream. Distinctions made between pre-consumer and post-consumer content should be substantiated. Unqualified claims may only be made if the entire product or package, excluding minor, incidental components, is made from recycled material. Products or packages only partially made of recycled material should be qualified to indicate the amount, by weight, in the finished product or package.

FTC Guidance on Recyclability: A product or package should not be marketed as recyclable unless it can be collected, separated, or otherwise recovered from the solid waste stream for use in the form of raw materials in the manufacture or assembly of a new product or package, excluding incidental components, is recyclable. Claims about products with both recyclable and non-recyclable components should be adequately qualified. If incidental components significantly limit the ability to recycle a product, the claim would be deceptive. If, because of its size or shape, a product is not accepted in recycling programs, it should not be marketed as recyclable. Qualifications may be necessary to avoid consumer deception about the limited availability of recycling programs and collection sites if recycling collection sites are not available to a substantial majority of consumers or communities.

FTC has limited the use of phrases such as “please recycle” or “check to see if recycling facilities exist in your area” on items for which recycling programs are not available to a substantial majority of consumers or communities.

Other sources of definitions and standards include the American Society for Testing and Materials (ASTM), state recycled product purchasing laws and programs, and the standards used in the Canadian Ecology Program. Consult with product vendors and manufacturers and environmental groups for recycled content information and suggestions.

The Federal Government's Buy Recycled Program

The federal government, with its enormous purchasing power, has had a positive impact on the marketplace for recycled products. The EPA provides information that can help you identify products which are readily available and cost competitive. You may want to meet or exceed EPA guidelines in selecting recycled products or establishing buy recycled policies.

In 1993, President Clinton signed the Federal Acquisition, Recycling, and Waste Prevention Executive Order. The Order's main goal is to have all executive and government agencies incorporate recycling and buying recycled as part of their daily business. Underlying goals are to promote environmentally conscious consumerism, serve as a role model for businesses and the public, create jobs, and encourage new technology and use of natural resources.

The Executive Order was revised in 1998. It is now titled Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition. The revised Executive Order set more aggressive recycling and recycled product procurement goals for the federal government.

In response to the Executive Orders mentioned above, the EPA developed Comprehensive Procurement Guidelines (CPG) that designates several recycled content products that procuring agencies (and government contractors that use appropriated federal funds) are required to purchase. Individual agencies must meet the EPA guidelines, eliminate barriers to buying recycled, set forth goals, review their programs, and set up agency award programs to promote awareness.

To help agencies comply with the buy recycled requirements, EPA has issued the non-regulatory Recovered Materials Advisory Notice (RMAN). RMAN recommends levels of recycled content for a variety of recycled products based on EPA's in-depth, current market research concerning the availability and quality of products.

You should be aware that there is disagreement over definitions and standards. The Alliance does not endorse one definition or recommendation over another. Instead, the Alliance encourages informed decision making. Consult the resources section of this manual for additional referrals.

National Recycling Challenge

In November 1998 Vice President Gore announced the National Recycling Challenge. This initiative is designed to broaden the commitment to recycling in all sectors of the economy. The National Recycling Challenge was announced as part of America Recycles Day. Through this challenge, the Clinton Administration will work with industry, businesses, universities, and other institutions to strengthen their commitment to a national recycling effort.

Federal agencies will be among the first to meet the challenge with new commitments to the purchase of recycled products. The Departments of Interior and Justice, for example, announced that their entire vehicle fleets will now use only re-refined oil.

Appendix B

Materials Audit

1

Circle "U" if you currently use this product in your administrative or production operations (regardless of whether or not the product contains recycled materials).

2

Check "♻️" if you are currently buying this item remanufactured or made with recycled content. (If you are unsure whether or not the item contains recycled materials, leave the line blank next to the "♻️.")

Non-Paper Office Products

- U ___ ♻️ Recycling bins (for newspapers, office paper, beverage containers, etc.)
- U ___ ♻️ Trash cans
- U ___ ♻️ Toner cartridges for copy machines and printers
(check ♻️ if remanufactured)
- U ___ ♻️ Bulletin boards
- U ___ ♻️ Rulers
- U ___ ♻️ Scissors
- U ___ ♻️ Pens
- U ___ ♻️ Pencils

Paper Office Products

- U ___ ♻️ Stationery/Letterhead
- U ___ ♻️ Copy paper
- U ___ ♻️ Envelopes
- U ___ ♻️ Business cards
- U ___ ♻️ Report covers
- U ___ ♻️ File boxes
- U ___ ♻️ Index cards
- U ___ ♻️ Kraft files
- U ___ ♻️ Labels
- U ___ ♻️ Lined pads
- U ___ ♻️ Post-it notes
- U ___ ♻️ Notebooks
- U ___ ♻️ Telephone message pads
- U ___ ♻️ Adding machine rolls
- U ___ ♻️ Paper file accessories (folders, hanging files, etc.)
- U ___ ♻️ Mailing tubes

Plastic Office Products

- U ___ ♻ Pens, pencils, and markers
- U ___ ♻ Desk top accessories
(e.g. tape dispenser, stapler, pencil cup, etc.)
- U ___ ♻ Binders
- U ___ ♻ File accessories (folders, tabs)
- U ___ ♻ Desktop stacking trays
- U ___ ♻ Transparencies
- U ___ ♻ Business cards
- U ___ ♻ Scissors
- U ___ ♻ Rulers

Janitorial Supplies

- U ___ ♻ Brooms
- U ___ ♻ Buckets
- U ___ ♻ Trash cans
- U ___ ♻ Trash bags
- U ___ ♻ Wiping Cloths















Production Materials

- U ___ ♻ PET strapping
- U ___ ♻ Steel strapping
- U ___ ♻ Aluminum strapping
- U ___ ♻ Stretch wrap
- U ___ ♻ Bubble wrap
- U ___ ♻ Reusable transport crates




Fleet Maintenance

- U ___ ♻ Engine oil (check ♻R for re-refined oil)
- U ___ ♻ Tires (check ♻ for retread tires)
- U ___ ♻ Engine coolants (check ♻ for reclaimed coolants)
- U ___ ♻ Traffic barricades, traffic cones, and parking stops
- U ___ ♻ Remanufactured truck and automobile parts
- U ___ ♻ Truck mats














Building & Construction Materials

- U ____  Insulation
- U ____  Concrete and cement (check  if made with fly ash)
- U ____  Carpeting (check  if made with recycled PET or recovered nylon)
- U ____  Structural fiber board/Wall board
- U ____  Paint
- U ____  Restroom wall partitions
- U ____  Roofing, wall, and flooring materials
- U ____  Asphalt concrete (containing crumb rubber or glass cullet)
- U ____  Acoustic ceiling tiles
- U ____  Lighting covers
- U ____  Nails
- U ____  Drain pipe

Landscaping

- U ____  Plastic landscaping timbers
- U ____  Compost and mulch
- U ____  Picnic tables and outdoor furniture
- U ____  Fence posts and fencing

Other

- U ____  Uniforms
(check  if made with recycled PET or recycled cotton fibers)
- U ____  Dock bumpers
(check  if made with recycled rubber)
- U ____  _____
- U ____  _____
- U ____  _____
- U ____  _____
- U ____  _____
- U ____  _____
- U ____  _____
- U ____  _____
- U ____  _____

Appendix C

Sample Certification Form

Certification: The offeror shall certify that all products supplied under any contract resulting from this solicitation will meet or exceed the minimum percentage of recovered materials indicated below.

(Offeror should only make entries that apply to this offer.)

	Minimum %	Offeror's %
[Specify level of recycled materials per product.]	_____	_____

We reserve the right to require proof of the certified content prior to first delivery and thereafter as may be otherwise provided for under the provisions of the contract.

The offeror hereby certifies that all papers proposed to be supplied under this contract will contain the percentage(s) specified in the "Offeror's %" column above.

Offeror Company Name

Certifying Official's Name

Certifying Official's Signature

Title

Date

Appendix D

Source Reduction

Source Reduction (also known as waste prevention) is the design, manufacture, purchase, use or reuse of materials or products (including packaging) to reduce toxicity throughout their useful lives and even when they are reused, recycled, landfilled or incinerated. Since it is intended to reduce pollution and conserve resources, source reduction should not increase the net amount of toxicity of wastes generated throughout the life of the product. Source reduction focuses on preventing the generation of waste as opposed to controlling, treating or managing waste after it has already been made.

The objective of the Buy Recycled Business Alliance is to improve procurement practices as they impact solid waste issues. While the primary focus of the BRBA is on recycled content products, source reduction is another important aspect of procurement that has a powerful impact on the solid waste crisis.

There are many potential opportunities to reduce the waste entering landfills by simply not producing the waste in the first place. The suggestions in this appendix need to be evaluated on a case-by-case basis. A reduction in waste resulting in an increased environmental health risk would not be a good trade off. This list is not intended to be inclusive.

Let's start with the word "waste." By definition, something that is wasted is a loss to you. Some waste may be unavoidable, a necessary byproduct of operating your business. When you prevent waste, you can save money twice: by not paying for materials that are thrown away, and by avoiding disposal costs. In fact, we may be discarding useful materials.

Start with two questions. What materials does your business throw away? Why does your business throw away materials? Asking these questions leads to source reduction. Examining your operations to find ways, both big and small, to reduce waste will cut your purchasing costs, disposal costs, save natural resources, and identify you as a company that cares about your community and the environment.

The following suggestions are intended as a starting point to develop your own creative ideas. No matter what the nature or size of your business, you may find ways to reduce waste in the following areas: customer service, distribution, food service, maintenance/housekeeping, office operations, and manufacturing.

Customer service

- Ask your customers if they need a bag rather than automatically providing them one.
- Use incoming bags and boxes as containers for your customers to use.
- Encourage them to bring their own reusable shopping bag.

Manufacturing

- Implement preventative and predictable maintenance programs to improve efficiency and to eliminate downtime.
- Purchase longer-lived, more durable, and energy efficient equipment.
- Design necessary packaging for efficiency and light weight.
- Produce and purchase goods in fewer models or styles, reducing the overall lines and associated packaging and wastes generated for each.

-
- Reduce the number of parts. Design components for recyclability and reduce options.
 - Use bulk fluids and sanitizers whenever possible.
 - Reduce or eliminate toxic components of products, processes, and packaging whenever possible.
 - Borrow or lease capital equipment not frequently used.
 - Combine functions of several products into one product.
 - Work to improve supplier quality of raw materials and components to reduce waste.
 - Produce and purchase in bulk containers.
 - Use and package in concentrate.

Distribution

- Use shredded paper for packing materials.
- Use reused or recycled content packing materials
- Lower product shipping costs and waste by reducing the weight of product packaging.
- Establish a system for reusing or returning packaging to the supplier.
- Use minimal packaging whenever possible, including secondary and tertiary packaging, dividers, and shipping containers.
- Donate, sell, or exchange surplus property. Contact a waste exchange.
- Return or repair pallets. Eliminate the use of pallets through the use of reusable and/or recyclable slip sheets. Use pallets made of recycled/recyclable materials.
- Set up recycling collection programs.
- Use protective shipping only where necessary.

Maintenance/Housekeeping

- Purchase maintenance and janitorial supplies in large, reusable containers.
- Reduce the volume and weight of sanitary paper products. Consider whether roll towels versus folded towels, large napkins versus smaller napkins, etc. would reduce waste in your facility.
- Use unbleached and recycled content paper products.
- Install reusable air filters in your building's HVAC system.
- Ensure that preventative maintenance is done on equipment.
- When designing an office, purchase recycled or refurbished furniture.
- Compost yard waste and leave grass clippings on lawns. Use environmentally compatible landscaping which is low maintenance and drought resistant.
- Switch to longer lasting, energy efficient light bulbs and fixtures.

Office Operations

Paper

- Use reusable envelopes for inter-office mail, or send e-mail messages.
- Post announcements in central locations and circulate documents rather than making multiple copies. Circulate publications rather than ordering multiple copies.
- Omit fax cover sheets.
- Edit mailing lists to avoid duplication.
- Set up central filing systems, or store documents on computer disks, not on paper.

-
- Determine if all copies are absolutely necessary on multiple-copy forms.
 - Use generic company stationary, or personalize stationary with a word processor.
 - Reuse draft paper for scratch pads, reuse it in the printer, or donate it to a child care center for crafts.
 - Use smaller type face, smaller margins, single spacing and rigorous editing to keep documents small. Edit documents on computer before printing.

Supplies

- Use mechanical pencils, refillable pens, and tape dispensers.
- Reuse paper clips, rubber bands and clamps. Reuse file folders, manila envelopes, binders, and folders.
- Use “slide-in” binder cover sheets instead of printed covers so binders can be reused.
- Use undated, erasable marker boards or chalk boards rather than paper.

Equipment

- Purchase printers and photocopiers that print on both sides of a page. Make double-sided copies and change copier defaults on computers to double-sided.
- Purchase computer fax hardware/software that allow you to fax documents without printing them.
- Purchase plain paper fax machines.
- Use voice mail and e-mail rather than hard copy mail and memos.

Other

- Ask to be removed from unwanted mailing lists. Check for duplicates.
- Save and reuse packing items received, such as boxes, packing “peanuts” and bubble wrap.
- Use non-disposable mugs and coffee cups for beverages in your facility.
- Use re-manufactured products such as toner cartridges, video tapes, and re-inked typewriter ribbons.
- Use plastic name badge holders. Allow the sleeve to be reused while recycling the inserted paper. Encourage meeting attendees to return their badge by placing designated boxes at meeting room exits.
- Purchase permanent, durable name tags.

Food Service/Cafeterias

- Buy products in bulk whenever possible or in reusable/refillable containers.
- Donate excess food to a food bank or shelter.
- Offer smaller portions to prevent waste.
- Arrange to use leftover food as animal feed, or compost organic matter.
- Optimize procurement and storage methods to prevent waste and spoilage.
- Use concentrated food items when appropriate.
- Provide reusable tableware (mugs, glasses, silverware, plates) for employees.
- Use cloth towels, table covers, napkins, and hand towels if acceptable in your operation.
- Buy and use re-usable coffee filters.
- Remove inner dividers for packaging. Work with suppliers to reduce packaging.

Appendix E

Examples of Currently Available Recycled Products

The following are examples of the range of recycled products available today. There are currently more than 5,000 different products available with recycled content.

Paper

- Adding machine and cash register tape
- Animal bedding
- Bond/letterhead
- Chip board
- Coated and un-coated printing papers
- Computer paper
- Construction paper
- Copier paper
- Corrugated and paperboard boxes
- Food service bowls and carry-out trays
- Greeting cards
- Mailing tubes
- Map paper
- Newsprint
- Office Supplies
 - Calendars
 - Envelopes and padded mailers
 - Fax paper
 - File folders (manila, hanging, and expanding)
 - Labels
 - Post-It(Notes
 - Writing tablets
- Poster board
- Storage boxes
- Text and cover stock
- Tissue and towel products
- Wrapping paper

Transportation

- Anti-freeze
- Re-refined engine lubricating oils
- Retread tires
- Pallets
- Road signs and posts
- Truck bed mats

Plastic Products

- Automotive accessories
- Bags
- Boxes, bins, and containers
- Carpet
- Cleaning supplies
- Fabric/clothes
- Fencing
- Food service trays
- Highway markers and signs
- Lighting covers
- Lumber
- Mats
- Office Supplies
 - Binders
 - Desk sets
 - File folders
 - Pens, pencils, and markers
 - Push pins
 - Typewriters
- Picnic tables and outdoor furniture
- Safety barriers

Construction materials

- Asphalt and concrete (containing crumb rubber, glass cullet, or waste asphalt roofing)
- Acoustic ceiling tiles
- Compost and mulch
- Culverts
- Geotextiles
- Plastic products
 - Drain pipe
 - Fence posts and fencing
 - Floor tiles
 - Landscaping timbers
- Portland cement concrete (containing coal fly ash)
- Portable rubber road mats
- Recycled asphalt or concrete
- Railroad ties
- Roofing insulation, shingles, and commercial roofing
- Shower and toilet partitions
- Thermal insulation

Rubber products

Dock bumpers
Carpet padding
Fenders
Gaskets
Floor tiles and mats
Industrial hoses
Playground equipment and surfacing
Walkways
Speed bumps
Trailer bumpers
Wheel chocks

Aluminum

Aluminum beverage cans
Signage

Steel

(All steel products contain re-cycled content)

Columns
Flat roll products
I-beams
Nails
Re-bar supports
Steel cans
Structural Plates
Office Furniture

Glass

Abrasives
Jewelry
Liquid filter media
Recycled content containers
Stained glass
Tableware
Under-drain units

Sources: *The Official Recycled Products Guide, Recycled Plastic Products Source Book, Recycled Products Information Clearinghouse, The Recycled Rubber Products Catalogue, Steel Recycling Institute.*

Appendix F

America Recycles Day

America Recycles Day is a nationwide grassroots public awareness campaign to promote recycling and buying recycled. A past theme for America Recycles Day is “If you’re not buying recycled, you’re not really recycling.” America Recycles Day is held on November 15th.

Mission

To hold an annual national awareness event to promote the social, environmental and economic benefits of recycling and buying recycled.

Goal

To increase the purchase of recycled content products and recycling throughout America.

Ten Great Ways to Celebrate America Recycles Day

- 1.** Commit to “Buy Recycled” at home and encourage the use of recycled-content products at work.
- 2.** Organize a display of recycled content products at your church, office, school, or retail shopping center.
- 3.** Ask local retailers to stock more products made from recycled materials.
- 4.** Look for “safe bets” that always have recycled content: steel, aluminum, glass, and molded pulp containers
- 5.** Purchase remanufactured products and equipment like toner cartridges, office furniture, auto parts, re-refined oil, and retread tires.
- 6.** Teach children why, “if you’re not buying recycled, you’re not really recycling.”
- 7.** Purchase products you know can be recycled in your community
- 8.** If one of your favorite products does not have recycled content, call the manufacturer and ask them to change it.
- 9.** Read product labels and look for recycled content, especially post-consumer.
- 10.** Act: Buy a recycled product today.

To get involved in the next America Recycles Day, visit www.americarecyclesday.org.



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